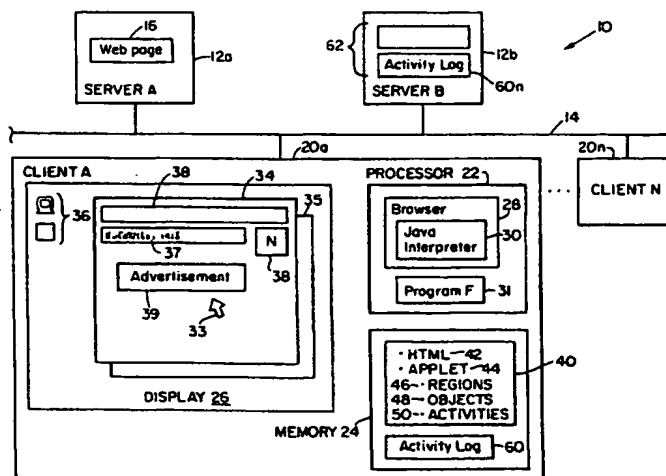




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(54) Title: TRACKING USER MICRO-INTERACTIONS WITH WEB PAGE ADVERTISING



## (57) Abstract

In connection with display of advertising within Web pages, an applet is downloaded to the user's Web browser to track the user's interactions with the Web page. Tracked user interactions include mouse cursor position, time displayed on page, time of mouse cursor hovering over the advertisement, and so on. At an appropriate time, such as when the display of the Web page is terminated, the applet forwards logged interaction information from the client to a remote server, the remote server being typically controlled by an advertiser, rating service or the like. As a result, the advertiser may track consumer response to advertising impressions on a Web page without requiring the user to download other pages. This allows advertisers to track user response to specific elements of the Web page as well as to better infer information about the user's interests in an effort to qualify the user prior to presenting subsequent advertising.

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TRACKING USER MICRO-INTERACTIONS  
WITH WEB PAGE ADVERTISING

BACKGROUND OF THE INVENTION

Distributed computing environments are becoming a very  
5 popular mechanism for publishing information of various  
types. In such an environment, a network of several  
different types of computers is used in order to share  
access to information. Certain computers, known as  
servers, contain databases and other repositories of  
10 information. Other computers in the network, known as  
clients, act as interfaces for the human users to retrieve  
and display information.

One particularly well known example of a distributed  
computing environment is the World Wide Web. In this  
15 environment, the Web server computers presently in use  
typically store data files, or so-called Web pages, in a  
format known as Hypertext Markup Language (HTML). Web  
pages are transferred between Web servers and clients using  
a communication protocol known as Hypertext Transfer  
20 Protocol (HTTP). HTML permits the Web servers, or sites,  
to handle container or document files which reference other  
files of varying formats. Using HTML, a given Web page may  
include content information in various formats. An HTML  
format file may also refer to other files, by including  
25 reference information, known as a Uniform Reference Locator  
(URL), which specifies the location of remote Web servers  
at which the other files may be located.

Certain Web servers, such as those maintained by  
on-line service providers such as America On Line (AOL™)  
30 or Microsoft Network (MSN™), are an increasingly popular

way for people to obtain information of interest on the World Wide Web. (AOL™ is a trademark of America On Line, Inc. of Dulles, Virginia. MSN™ is a trademark of Microsoft Corporation of Redmond, Washington.) Indeed, 5 certain Web sites host search engines such as AltaVista™, Yahoo™, and InfoSeek™ and thus are exclusively devoted to guiding users through the Web. (AltaVista™ is a trademark of Digital Equipment Corporation of Maynard, Massachusetts; Yahoo™ is a trademark of Yahoo! Corporation of Santa 10 Clara, California; and InfoSeek™ is a trademark of InfoSeek Corporation of Sunnyvale, California). These sites are so popular that their operators provide their services free of charge to users of the Web, and support themselves typically by selling advertising space on their 15 Web pages. Thus, an advertiser, for example, a running shoe manufacturer, may contract with a search service such as Yahoo, or an on-line service, such as AOL, to periodically present its ads on their Web pages in much the same manner that commercials are traditionally purchased 20 from television broadcasters.

Certain tools are presently in use by the providers of such services and advertisers, typically in order to calculate advertising rates. For example, the Web servers at such sites may count the number of times that the Web 25 page containing the advertisement is displayed.

Alternatively, an advertiser may count the number of visits that its own Web page receives as a result of linking from the original Web page advertisement, i.e., the number of times that users request the URL of the 30 advertiser's Web site via the original Web page on which the advertisement was displayed. In the usual model of user interaction with a Web page, this occurs whenever the

user clicks (i.e., selects by a mouse input device) on a hypertext item. In many instances, objects such as graphical images or "GIFs" may be clicked on to activate the hypertext links.

5           Advertisers, however, would like not only to count a number of "impressions," or how many times their advertisement is seen, but also to find a way to track how effective their ads are in attracting consumers' interest in their products.

10           Advertisers would also like to find a way to more precisely gauge a user's interest in a product, as well as to entice those users who are casually browsing through the World Wide Web, without actually requiring users to download the advertiser's Web page. In this manner,  
15           interest in a particular product or promotion could be gauged directly from data surrounding the initial presentation of the advertisement.

#### SUMMARY OF THE INVENTION

20           Briefly, the present invention is a technique for tracking user interactions with the elements that comprise a Web page advertisement. As a result, an advertiser may understand (make inferences as to) what motivates users to pay initial attention to and/or otherwise interact with Web page advertising.

25           The invention, in particular, tracks any sort of user "micro-interaction" with the advertisement. The user interactions which are tracked, for example, may include mouse movement, mouse clicks, and other mouse activity such as it relates to elements in the ad. These elements may  
30           include various display items such as graphics, pictures, or words, or may include user prompting items such as

menus, buttons, or slides. Elements also may include defined regions of the advertisement.

5 The activities monitored may include how long an object is displayed, which objects are selected by a user, which items are considered by a user according to the amount of time the cursor hovers over the items, measuring the time of presentation of an element in various ways, and/or activating hyperlinks.

10 The tracked interactions are preferably logged to a local memory by a downloadable Web browser applet embedded in the Web page, such as a program written in an interpretive language such as Java™. (Java™ is a trademark of Sun Microsystems Corporation of Sunnyvale, California.)

15 The logged interactions as stored in the local memory file are then sent to a remote server at appropriate times. For example, in the preferred embodiment, the logged interaction information may be included in a "dummy" HTTP GET message sent by the client to the server at the time the applet is taken down, such as when the user requests that a next page be displayed.

20 The logged interaction information may be flushed in other ways, such as by sending a POST message to the server either periodically or upon occurrence of certain events.

25 The invention therefore permits the tracking of user interactions with a Web page advertisement before subsequent actions, such as loading the advertiser's home Web page, occur. For example, the applet may intercept multiple interactions such as mouse clicks on objects to further qualify a user before loading a specific one of the advertiser's own home Web pages.

30

As a result, the advertiser may obtain information about what interests the user without the user having to leave the originally displayed Web page or performing other tasks which are perceived as being cumbersome and/or  
5     distracting from what the user was originally doing.

#### BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing and other objects, features, and advantages of the invention will be apparent from the following more particular description of preferred  
10     embodiments of the invention, as illustrated in the accompanying drawings in which like reference characters refer to the same parts throughout the different views.

FIG. 1 is a block diagram of a distributed computing system illustrating a manner of tracking user interaction  
15     with a Web page according to the invention.

FIG. 2 is a flow chart of the operations performed by an applet program according to the invention.

FIG. 3 is a typical Web page display illustrating how the invention may prequalify a user.

#### 20     DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

FIG. 1 is a block diagram of a distributed computing system 10. The distributed computing system 10 includes a number of computers 12, 20 interconnected by a communication media 14. The communication media 14, and in  
25     general the distributed computing system 10, may make use of any number of computer networking techniques such as local area networks (LANs), routers, dial-up connections, and/or other data communication techniques to form what has become known as an "intranet" or "internet." In the  
30     preferred embodiment, the present invention is employed in

what has become known as "the Internet," which is an international computer network linking many millions of computers.

Typically the computers 12, 20 are personal computers, mini-computers, or the like. Certain of the computers in the distributed computing system 10 act as servers 12a, 12b, and are used primarily to store and supply information. One type of server 12a which is in widespread use on the Internet is known as a Web server that provides access to information stored in a form known as a Web page 16.

Other computers in the distributed computing system 10 known as clients 20a, ..., 20n are typically controlled by one user. The typical client computer 20a includes, as for any computer, a processor 22, a memory 24, and a display 26. The client computers 20 allow a user to view Web pages 16 by "downloading" replica Web page files 40 to the client computer 20a from the server computer 12a over communication media 14. The Web page files 40 enable replication of the Web page 16 on the client computer 20a. The downloading function is specifically performed by a browser program 28, which preferably includes browser program software such as Netscape Navigator™ or Microsoft Internet Explorer™. (Netscape Navigator™ is a trademark of Netscape Communications Corporation of Mountain View, California, and Internet Explorer™ is a trademark of Microsoft Corporation of Redmond, Washington.) These browser programs include and/or permit the use of embedded interpretive languages 30, such as Java™, that may execute programs that are included in the Web page file 16.

The browser program 28 thus enables the user to create a view of the Web page 16, such as in a window 34 on the



display 26. It should be understood that other windows 35 and other programs 36 may relate to other programs 31 that the user is presently running on the processor 22. In order to display the Web page 16, the browser program 28 typically downloads the Web page files to its local memory 24, storing it as a local replica 40. The Web page replica 40 includes various portions such as a Hypertext Markup Language (HTML) as well as other instructions for the Browser program 28 to format the Web page information in the window 34.

The Web page replica 40 also includes Java™ code 44 that includes instructions to be run while the user computer 20a is displaying the Web page.

The display of the Web page replica 40 in the window 34 may include various regions such as a user input area 37 where the user enters addresses of Web pages that he or she desires to view, and menus 38 for other actions associated with operating the browser program 28 itself.

Of interest to the description of the present invention is a Web page replica 40 that contains at least one advertisement area 39. The advertisement 39 on the Web page replica 40 is typically created by the provider of a service or product manufacturer. The advertisement 39 is typically used as an enticement for the user to download other Web pages specifically associated with the originator or author of the advertisement 39.

In accordance with the invention, the Java™ code 44 includes an applet program and data for tracking and logging the activities of the user in memory 24 while the user is viewing the Web page replica 40. The applet program 44 therefore permits the authors of the advertisement 39 to better understand how the users

interact with the Web page advertisement in order to provide more effective advertising.

More specifically, the Web page replica 40 includes the Java™ code applet 44 that describes the particular attributes of the advertisement 39. Once the Web page replica 40 begins to display, the applet 44 also begins to execute in order to track and/or log user activities as they relate to various parts or objects of the advertisement 39.

For example, the applet 44 may include information that describes regions 46 of the advertisement 39, a list of visual elements 48 associated with the advertisement 39, and/or user activity definitions 50 that may take place within the context of the advertisement 39. The regions 46 may define areas within the advertisement 39, such as areas devoted to text or graphics. The elements 48 within the advertisement 39 may include various graphical images. The elements 48 may also include user prompts such as buttons, menus, slide bars, radio buttons, and the like.

The list of activity definitions 50 may include various types of user input. The most important user input is typically mouse position, as reflected by the position of a cursor 33, but these may also include other user inputs such as mouse clicks or keyboard inputs.

FIG. 2 is a flow chart of the operations performed by the applet 44 in the process of tracking user interactions with the advertisement 39. An initial state 100 is entered when the applet is first started. This typically occurs when the user requests the display of the Web page 16 and the replica 40 has been downloaded or has at least begun being downloaded from the server 12a.

In the next state 101, the applet program 44 begins execution on the client computer 20a. This is typically in the context of an interpretative language such as the Java™ language executed within the browser 28. However,  
5 it should be understood that the applet may be implemented in other ways, as long as the applet 44 has access to the appropriate user inputs and local memory 24 for the logging of user activities with respect to the advertisement 39.

In the next state 102, the applet 44 establishes a  
10 local list of elements and regions on the Web page replica 40 associated with the advertisement 39 that are of concern.

A next state 104 is then entered in which user activities with respect to objects within the advertisement  
15 39 may begin to be tracked by logging information in local memory locations 24 at the client 20. From this state 104, any number of states 106 through 114 and/or state 118 may be next entered for any given element 48.

For example, in state 106, the elapsed time that the  
20 element 48 has been displayed on the page is tracked.

In state 108, the fact that the mouse hovered near an element 48, i.e., the fact that the user moved the mouse within a region 46 of the page associated with the element 48 but did not actually click on the element, is tracked.

25 In state 110, the fact that the user clicked on an element 48 is tracked. It should be noted that this may include the tracking of one or more mouse clicks on one or more elements 48 by making multiple entries in the log 60. Thus, unlike the standard operation of an HTML hyperlink, a  
30 single mouse click may not necessarily automatically lead to the loading of the next Web page 16.

In state 112, the applet 44 tracks cursor 33 location at the moment of a mouse click with respect to the element 48.

5 In another state 114, the applet 44 may adjust the time frame associated with the particular action being logged. For example, when the user initially views a Web page 40, certain activities such as cursor 33 location may be tracked in short-time intervals such as microseconds. However, other items such as the elapsed time an element 48  
10 is displayed on the page may be tracked in longer time intervals such as seconds. Certain items such as cursor hover time may initially be tracked in a microsecond time frame, and then, depending upon the amount of time the element has been displayed, will switch to tracking a  
15 longer time interval, such as seconds.

In state 116, the fact of the user requesting a different Web page is tracked.

It should be understood that, in states 106 through 114, data associated with the various user activities is  
20 logged in a portion of the memory 24 associated with maintaining an activity log 60.

Eventually, a state 118 is reached in which the user indicates that he or she wishes to leave the present page 40. This event is typically associated with loading  
25 another page in state 116 or may also include the closing of the browser program window 34.

At certain times, state 120 is entered in which the activity log 60 is sent from the local memory 24 by the applet 44 back to a server 12b. The server 12b is  
30 typically associated with the advertiser, or an advertisement rating service. This server 12b may or may

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not be the same server 12a from which the Web page 46 was originally downloaded. The applet 44 may then terminate.

In the preferred implementation of state 120, the activity log 13 is sent to the server 12b via a "dummy" HTTP GET message sent via a "back channel" to the server 12b at the time that the user leaves the present page 40. In particular, this back channel is a second network connection, different from the network connection used to fetch the Web page and download the applet in step 100. The dummy message is encoded as an HTTP GET with interaction log data shared in the GET message in such a way as to appear to be part of an extended address, for example. Thus, the browser program 28 does not need to perform any special functions or otherwise be modified.

However, the interaction log data may also be sent at other times. For example, while the advertisement is being displayed, the applet may periodically open a back channel connection and send a POST message to the server 12b. Alternatively, certain events may trigger sending the logged interaction data, such as when the user clicks on a particular part of the advertisement

What is important is that the logged interaction data is eventually flushed to the server 12b, so that the author of the advertisement 39 may occasionally check on the collection 62 of activity logs stored at the server 12b and analyze the data in order to determine the effectiveness of the advertisement 39.

FIG. 3 is a view of a Web page such as that produced by a search engine such as Yahoo™. The advertisement 39 is typically displayed in a defined region on the Web page 40. In this example, the effectiveness of the advertisement 39 associated with the advertiser who is in

the running shoe business is being tracked. In the example, the applet 44 tracks how long a user allows the mouse cursor 50 to hover near one of the eight possible displayed selections for running shoes. The applet 44 also  
5 tracks the position of the mouse to determine which one or more of the running shoes is selected by user-activated mouse clicks. This information is then sent to the logging server 12b and is used prior to loading the manufacturer's Web page. Thus, the relative interest in a particular type  
10 of shoe may be gauged before the advertiser's Web page is loaded or, indeed, a lack of interest, in particular lead or "teaser" items, may be determined prior to the user requesting that the manufacturer's Web page be loaded.

It is now understood how the invention provides  
15 various advantages over the prior art. In particular, the invention includes an applet 44 that is downloaded together with a Web page 40 (Web page files) capable of logging the user's interactions with elements 48 on the page. The applet in particular logs user interactions with the page  
20 40 that indicates user interest to an advertiser. By identifying regions on the page and then tracking user activity and relating it to the particular elements or regions on the page, the advertiser may therefore more effectively evaluate the effectiveness of particular  
25 objects in the advertising.

By collecting the interaction data locally and then sending them to a server which logs data locally via a back channel, the operation of the client computer or data stored thereon need not be permanently modified.

30 By tracking multiple interactions before loading the advertiser's own Web page, the advertiser may prequalify a user and hence customize or tailor information to be

displayed. In turn, the advertiser may more effectively present the information once the advertiser's Web page is requested by the user.

5 The user may also be enticed to interact with a Web page advertisement, thereby disclosing information about the user's interests, without their actually requesting the loading of Web pages associated with the advertiser.

#### EQUIVALENTS

10 While this invention has been particularly shown and described with references to preferred embodiments thereof, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the spirit and scope of the invention as defined by the appended claims. Those skilled  
15 in the art will recognize or be able to ascertain using no more than routine experimentation, many equivalents to the specific embodiments of the invention described specifically herein. Such equivalents are intended to be encompassed in the scope of the claims.

## CLAIMS

What is claimed is:

1. In a distributed computing system for displaying information, a method comprising the steps of:  
5 displaying to a user a representation of an advertisement in electronic form;  
tracking user interaction with the advertisement;  
logging the user interactions while the advertisement is being displayed to the user; and  
10 sending interaction log data to a remote server.
2. A method as in claim 1 wherein the interaction log data is sent to the remote server when the display of the advertisement is terminated by the user.
3. A method as in claim 1 wherein the interaction log  
15 data is sent to the remote server upon the occurrence of a user interaction with the advertisement.
4. A method as in claim 1 wherein the interaction log data is sent to the remote server periodically.
5. A method as in claim 1 wherein the step of sending  
20 interaction log data additionally comprises the steps of:  
opening a connection to the remote server; and  
sending a message to the remote server over the connection, the message containing the interaction log  
25 data.



6. A method as in claim 5 wherein the message is an HTTP GET message.
7. A method as in claim 6 wherein the interaction log data is encoded as to appear as part of an extended address field in the HTTP GET message.
8. A method as in claim 1 wherein the interaction log data includes mouse position and time of mouse hovering over advertisement.
9. A method as in claim 1 additionally comprising the step of:  
downloading the advertisement from a second server different from the remote server.

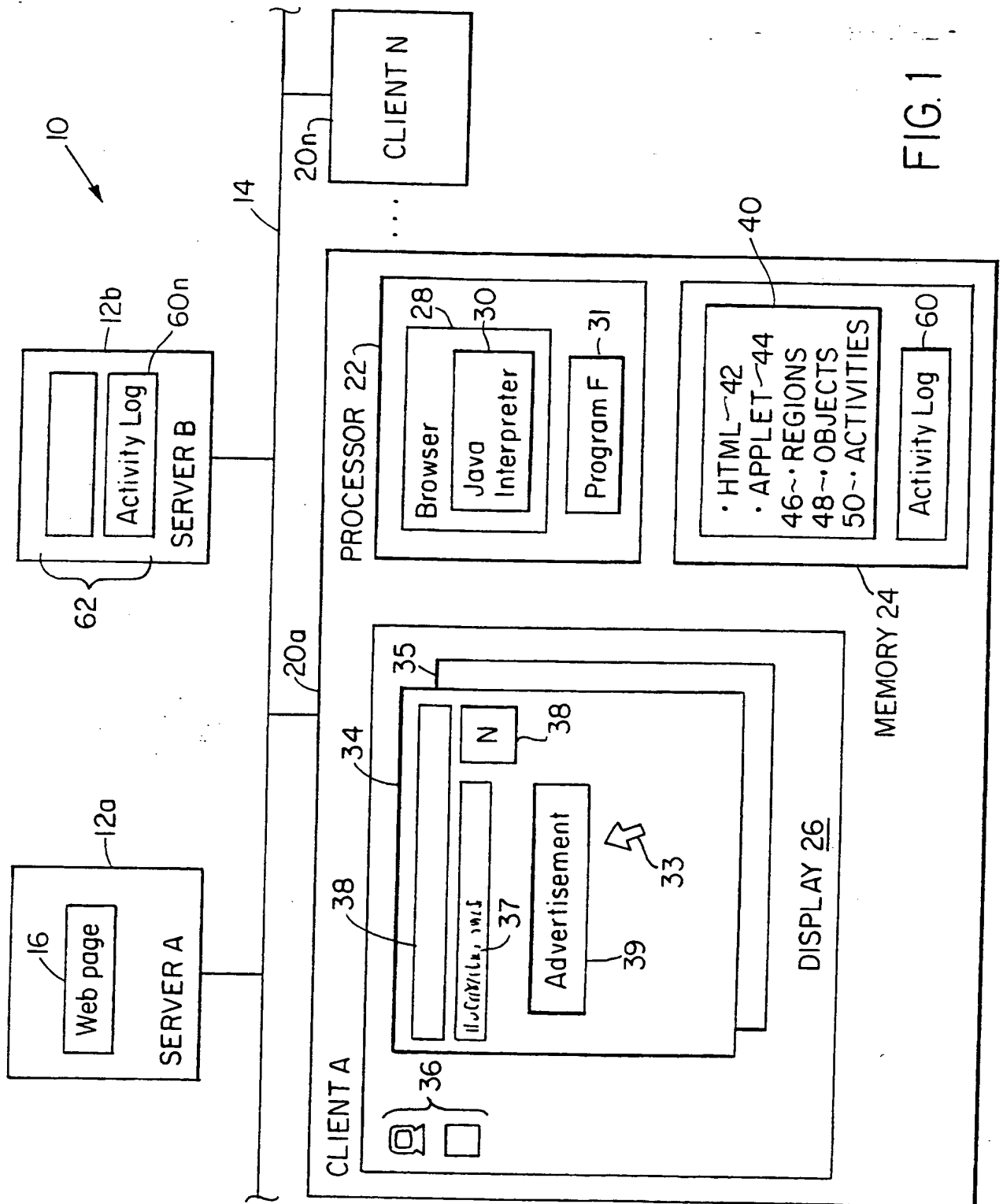


FIG. 1

2/3

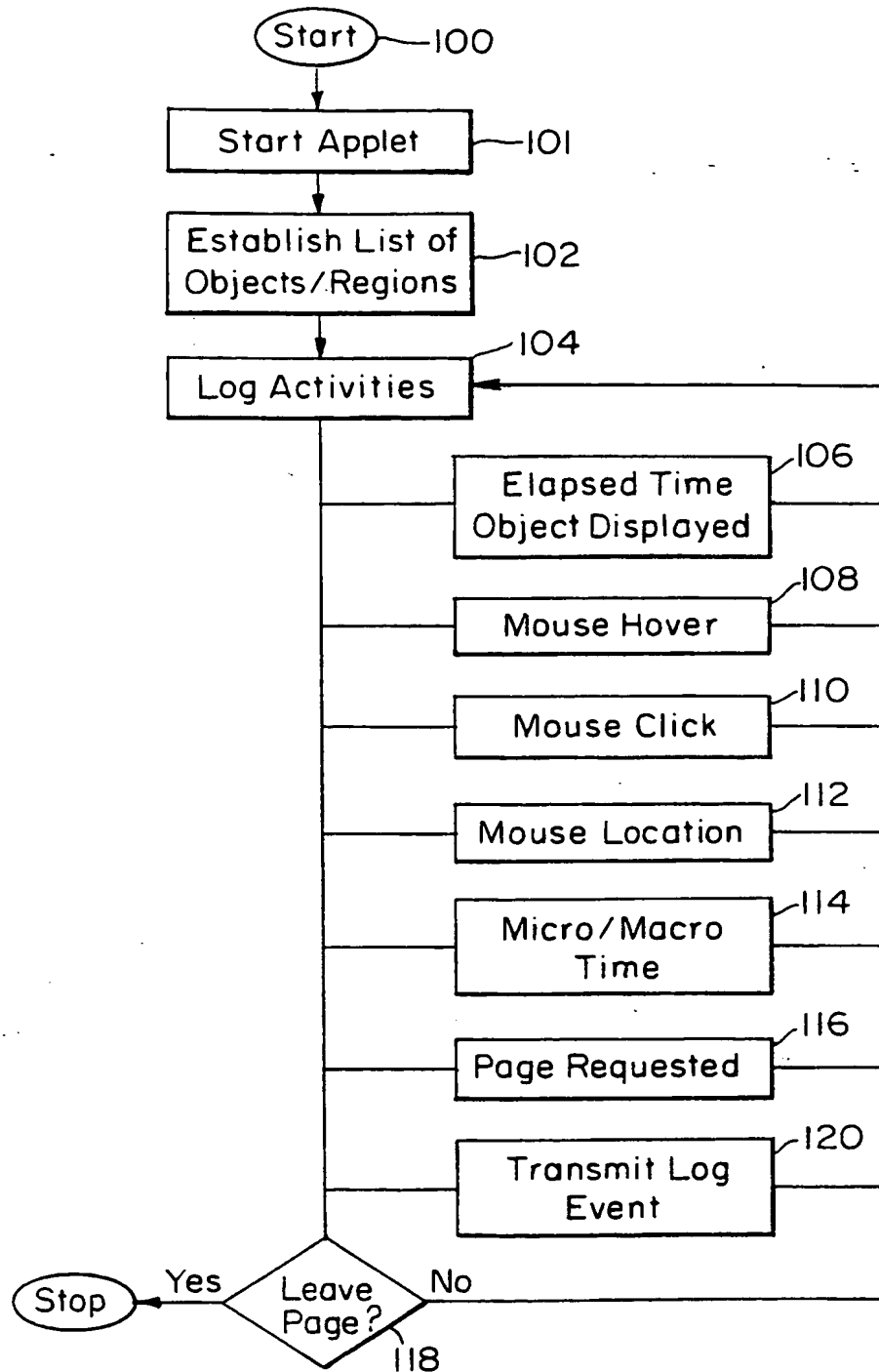


FIG. 2

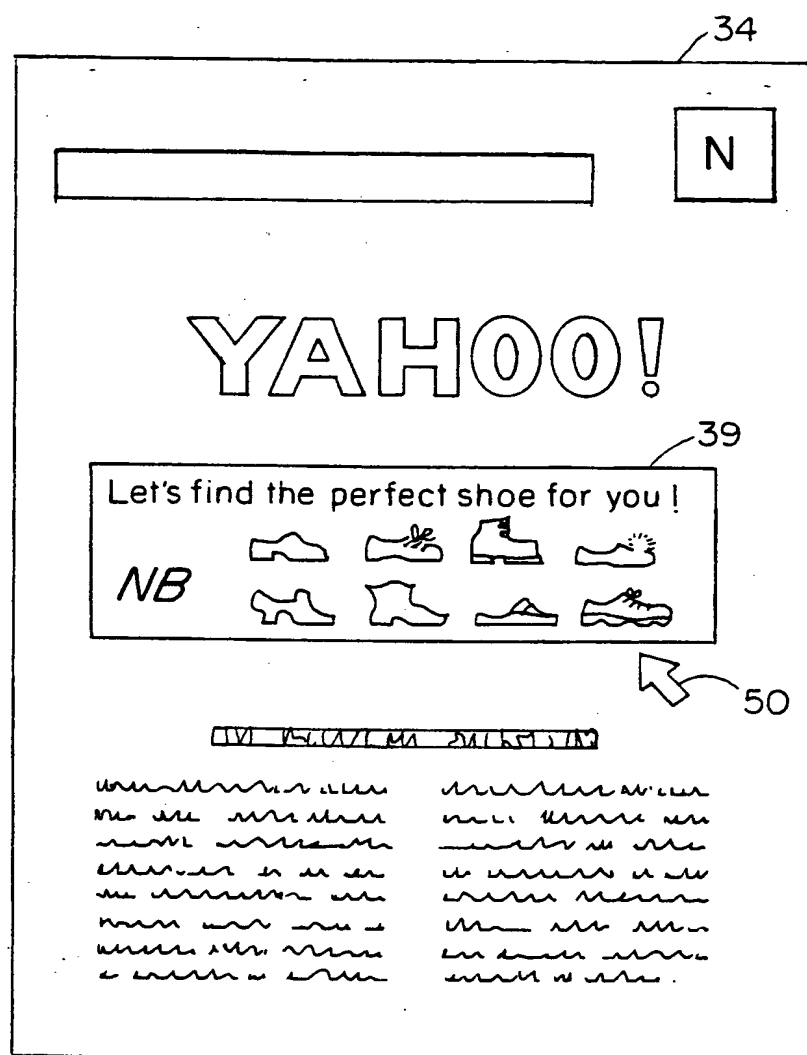


FIG. 3

# INTERNATIONAL SEARCH REPORT

Int. National Application No

PCT/US 98/18619

**A. CLASSIFICATION OF SUBJECT MATTER**  
IPC 6 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	COOPER L F: "More than just hits Web advertising" INFORMATIONWEEK, 2 DEC. 1996, CMP PUBLICATIONS, USA, no. 608; page 63, 68, 72 XP002082816 ISSN 8750-6874	1-4,8
A	see the whole document ---	5,6,9
Y	KAMBA ET AL: "The Krakatoa Chronicle - An Interactive, Personalized, Newspaper on the Web" FOURTH INTERNATIONAL WORLD WIDE WEB CONFERENCE, 11 - 14 December 1995, XP002089804 www.w3.org/conferences/www4/papers/93	1-4,8
A	see the whole document --- -/--	5,6,9

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

\* Special categories of cited documents:

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- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
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Date of the actual completion of the international search

12 January 1999

Date of mailing of the international search report

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# INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 98/18619

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	FRANKLIN M K ET AL: "Auditable metering with lightweight security" FINANCIAL CRYPTOGRAPHY FIRST INTERNATIONAL CONFERENCE, FC '97. PROCEEDINGS, FINANCIAL CRYPTOGRAPHY FIRST INTERNATIONAL CONFERENCE, FC'97. PROCEEDINGS, ANGUILLA, 24-28 FEB. 1997, 24 February 1997, pages 151-160, XP002065347 ISBN 3-540-63594-7, 1997, Berlin, Germany, Springer-Verlag, Germany see page 155, line 20 - page 157, line 20 ----	5,6,9
P, A	WO 98 26571 A (AT & T CORP) 18 June 1998 see abstract; claims 1-27; figures 3,6,7 see page 5, line 17 - page 10, line 9 see page 10, line 32 - page 14, line 20 -----	1-9

# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 98/18619

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 9826571 A	18-06-1998	NONE	

Form PCT/ISA/210 (patent family annex) (July 1992)

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